This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (currently amended) A method for generating a virtual broadcast on a virtual broadcast device, the method comprising:

connecting the virtual broadcast device to a Web site over a wireless connection, the virtual broadcast device being a mobile phone;

downloading and storing data comprising content and other information to be integrated into the virtual broadcast from the Web site to the virtual broadcast device in any order, the content comprising songs and the other information comprising at least one of introductions to the songs, advertisements, weather information, and news; and

organizing the data on the virtual broadcast device into a particular order for the virtual broadcast according to a selected algorithm provided on the virtual broadcast device after all of the data for the virtual broadcast is downloaded from the Web site, whereby the virtual broadcast device is disconnectable from the Web site during said step of organizing.

2.   (original) The method of claim 1 further comprising playing the virtual broadcast on the virtual broadcast device.

3.   (canceled)

4.   (original) The method of claim 1 further comprising selecting the data to be downloaded based on user preferences.

5.   (original) The method of claim 1 further comprising downloading advertising from the Web site and inserting the advertising into the virtual broadcast.

6.   (original) The method of claim 1 wherein the content is comprised of a plurality of items and the information comprises a plurality of introductions related to the items of

content and said step of organizing the virtual broadcast comprises introducing each of the plurality of items of content with a related of said introductions.

7.-9.   (canceled)

10.   (original) The method of claim 1 wherein the content comprises a plurality of songs and the method further comprises selecting one of the songs, and ranking a selected song according to user preference.

11.   (original) The method of claim 10 further comprising playing the virtual broadcast and then returning to the Web site, uploading from the virtual broadcast device to the Web site the user ranking of the selected song, and downloading additional content and additional other information to update the virtual broadcast on the basis of the user ranking.

12.-13. (canceled)

14.   (currently amended) A method for generating a virtual broadcast on a virtual broadcast device, the method comprising:

connecting the virtual broadcast device to a Web site over a wireless connection, the virtual broadcast device being a mobile phone;

capturing in the virtual broadcast device a signal generated by conventional broadcast means, the signal comprising content and other information to be integrated into the virtual broadcast and transmitted by the conventional broadcast means in any order, the content comprising songs and the other information comprising at least one of introductions to the songs, advertisements, weather information, and news; and

organizing the captured content and other information on the virtual broadcast device into a particular order for the virtual broadcast according to a selected algorithm provided on the virtual broadcast device after all of the data for the virtual broadcast is captured, whereby the virtual broadcast device is disconnectable from the Web site and the conventional broadcast means during said step of organizing.

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15.   (original) The method of claim 14 further comprising playing the virtual broadcast on the virtual broadcast device.

16.   (original) The method of claim 14 further comprising downloading advertising from the Web site and inserting the advertising into the virtual broadcast.

17.   (original) The method of claim 14 wherein the content is comprised of a plurality of songs, the information comprises DJ introductions to the songs and the virtual broadcast is a virtual radio broadcast.

18.   (original) The method of claim 14 wherein the virtual broadcast device is portable.

19.   (canceled)

20.   (currently amended) A method for generating a virtual television broadcast on a virtual television broadcast device, the method comprising:

connecting the virtual television broadcast device to a Web site over a wireless connection, the virtual television broadcast device being a mobile phone;

downloading and storing files comprising a plurality of news stories and other information to be integrated in the virtual television broadcast from the Web site to the virtual television broadcast device in any order, the other information comprising at least one of introductions to the news stories, weather reports, stock quotes, and advertising;

organizing the stored content and other information on the virtual television broadcast device into a particular order for the virtual broadcast according to a selected algorithm provided on the virtual television broadcast device after all of the data for the virtual television broadcast is downloaded from the Web site, whereby the virtual television broadcast device is disconnectable from the Web site during said step of organizing;

periodically downloading an additional news story from the Web site; and

generating an updated virtual television broadcast that includes the additional news story after all of the data for the additional news story is downloaded from the Web site, whereby

the virtual television broadcast device is disconnectable from the Web site during said step of organizing.

21.   (canceled)

22.   (original) The method of claim 20 wherein the virtual television broadcast and the revised television broadcast display both news and other information at the same time on different portions of a screen on the virtual television broadcast device.

23.   (Amended) A method for generating a virtual television broadcast on a virtual television broadcast device, the method comprising:

connecting the virtual television broadcast device to a Web site over a wireless connection, the virtual television broadcast device being a mobile phone;

capturing in the virtual television broadcast device a signal generated by a conventional broadcast means, the signal comprising video of a plurality of news stories and other information to be integrated into the virtual television broadcast and transmitted by the conventional broadcast means in any order, the other information comprising at least one of introductions to the news stories, weather reports, stock quotes, and advertising; and

organizing the content and other information on the virtual television broadcast device into a particular order for the virtual broadcast according to a selected algorithm provided on the virtual television broadcast device after all of the data for the virtual television broadcast is downloaded from the Web site, whereby the virtual television broadcast device is disconnectable from the conventional broadcast means during said step of organizing;

periodically downloading an additional news story from the Web site and generating an updated virtual television broadcast that includes the additional news story.

24.   (canceled)

25.   (original) The method of claim 23 wherein the virtual television broadcast and the revised television broadcast display both news and other information at the same time on different portions of a screen on the virtual television broadcast device.

26.   (currently amended) A device for generating a virtual broadcast, the device comprising:

a memory;

means for inputting data, comprising content and other information to be integrated into the virtual broadcast, to be stored in the memory, wherein the device is a mobile phone capable of making a wireless connection to the Internet for retrieving the data from the Internet, the content comprising one of songs and videos and the other information comprising at least one of introductions to the one of songs and videos, advertisements, weather information, and news; and

means for organizing the data into a particular order for the virtual broadcast according to a specific algorithm provided on the device after all the data for the virtual broadcast is stored to the memory, said device being disconnectable from the Internet while the means for organizing organizes the data.

27.   (original) The device of claim 26 wherein the data further comprises advertising and said organizing means comprises means for integrating the advertising into the virtual broadcast.

28.   (original) The device of claim 26 further comprising means for playing the generated virtual broadcast.

29.   (original) The device of claim 26 further comprising means for obtaining the data from a Web site.

30.   (original) The device of claim 29 further comprising means for uploading user preferences for the data, including data type, to the Web site.

31.   (original) The device of claim 29 wherein the content comprises a plurality of items and the device further comprises means for uploading to the Web site, after playing an initial virtual broadcast comprising the data, user rankings of the items to be used in determining future data to be downloaded from the Web site to the device.

32.   (original) The device of claim 26 further comprising means for deleting a portion of the data.

33.   (original) The device of claim 26 further comprising means for marking a portion of the data as a user favorite.

34.   (original) The device of claim 26 further comprising means for obtaining the data from a signal generated by a conventional broadcasting means.

35.   (original) The device of claim 26 wherein the content comprises music and the information comprises introductions to the music.

36.   (original) The device of claim 26 wherein the content comprises videos and the device further comprises a video screen.

37.-38. (canceled)

39.   (currently amended) The device of claim 37 26 further comprising means for processing more than one song multiple songs at the same time and weaving the multiple songs into the virtual broadcast.

40.   (currently amended) A device for generating a virtual television broadcast, the device comprising:

a memory;

means for inputting data, comprising video of a plurality of news stories and other information to be integrated into the virtual television broadcast, to be stored in the memory, wherein the device is a mobile phone capable of making a wireless connection to the Internet for downloading the data, the content comprising songs and the other information comprising at least one of introductions to the songs, advertisements, weather information, and news;

means for organizing the data into the virtual broadcast comprising the news stories interspersed with the other information according to a specific algorithm provided on the device after all the data for the virtual broadcast is input to the memory, said device being disconnectable from the Internet while the means for organizing organizes the data; and

means for periodically inputting an additional news story and generating an updated virtual television broadcast by including the additional news story in a revised television broadcast.

41.   (previously presented) The method of claim 1 wherein the data to be downloaded and stored from the Web site is selected by the operator of the Web site based on user preferences.

42.   (previously presented) The method of claim 1 wherein the data to be downloaded and stored from the Web site is selected by the user.

43.   (previously presented) The method of claim 1 further comprising the step of playing the virtual broadcast on a player device other than the virtual broadcast device.

44.   (previously presented) The method of claim 1 further comprising the step of entering, by the user, user information including registration information required by the Web site after said step of connecting.

45.   (previously presented) The method of claim 44 wherein said step of entering further comprises entering a selection of a format recognizable by the virtual broadcast device in which to download information.

46.   (previously presented) The method of claim 1 further comprising the step of communicating user preferences to the Web site using a control on the virtual broadcast device, which maintains the user preferences on the virtual broadcast device.

47.   (previously presented) The method of claim 1 wherein the other information includes speech which is recorded in one or more voices including recorded human voices and synthesized speech, the voice to be downloaded being selected by the user.

48.   (previously presented) The method of claim 5 wherein the downloading of advertising is based on user preferences.

49.   (previously presented) The method of claim 1 wherein the algorithm for organizing the data is responsive to external triggers.

50.   (previously presented) The method of claim 49 wherein the external triggers include one of the time of day, motion, and localized low power radio transmitters.

51.   (previously presented) The method of claim 1 further comprising the steps of establishing a connection between a Web site and the virtual broadcast device for transmitting urgent breaking news as a small of amount of data from the Web site to the virtual device and having one of a synthesized and a prerecorded voice read the urgent breaking news during the virtual broadcast.

52.   (previously presented) The method of claim 14 further comprising the step of providing one of user rankings and ratings information to the source of the conventional broadcast means.

53.   (previously presented) The method of claim 52 wherein the one of user rankings and ratings information is provided using an Internet connection.

54.   (previously presented) The method of claim 20 wherein said step of periodically downloading comprises periodically connecting to the Internet after the step of organizing.

55. (previously presented) The method of claim 20 wherein at least one of the other information comprises items that are streamed across a separate area of the screen than the content during playback of the virtual broadcast.

56. (previously presented) The method of claim 23 further comprising the step of providing one of user rankings and ratings information to the source of the conventional broadcast means.

57. (previously presented) The method of claim 56 wherein the one of user rankings and ratings information is provided using an Internet connection.

58. (previously presented) The method of claim 23 wherein said step of capturing a signal comprises capturing, by an antenna on the virtual television broadcast device, a signal generated by a conventional television broadcast.

59. (previously presented) The device of claim 26 further comprising a first display for displaying at least one of information related to content being played and menu selections.

60. (previously presented) The device of claim 59 further comprising a second display for displaying video content.

61. (previously presented) The device of claim 40 further comprising a first display for displaying at least one of information related to content being played and menu selections and a second display for displaying video content.

62. (new) The device of claim 1 wherein said step of downloading comprises using a wireless connection and downloading at bulk bandwidth rates.

63. (new) The device of claim 47 wherein each of the one or more voices is associated with a different algorithm for performing said step of organizing such that said step of

organizing is performed using the algorithm corresponding to the one or more voices selected by the user.

64.   (new) The device of claim 50 wherein the localized low power radio transmitters triggers and advertisement defined for that location.

65.   (new) The device of claim 1 further comprising the step of discarding dated location of said other information after a period of time.

66.   (new) The device of claim 10, wherein songs with a higher ranking are played more often than songs with a lower ranking.

67.   (new) The device of claim 10, further comprising replacing lower ranked songs in the virtual broadcast device with new songs.

68.   (new) The device of claim 1, further comprising the step of uploading a log of the user's listening history for one of providing demographic information for advertisers and determining distribution of royalties.